



ARTS AND CULTURE COMMISSION

Colleen Wilcox, Chair

Jade Bradbury

George Havelka

Penelope O'Neill

Shawn Charnaw, Vice-Chair

Mary Curtis

Jonathan Knowles

David Stonesifer

**TOWN OF LOS GATOS
ARTS AND CULTURE COMMISSION
MINUTES**

THURSDAY, APRIL 15, 2010, 3:30 P.M.

**208 East Main Street
Los Gatos Adult Recreation Center
Los Gatos, California**

1. Roll Call

Members Present: Chair Wilcox, Vice Chair Charnaw, Commissioners Bradbury, Curtis, Havelka, Knowles, O'Neill, Stonesifer

Members Absent: None

Also Present: Regina Falkner, Director, Community Services, Facilitators Shawn Spano and Jennifer Mair

2. Approval of March 10, 2010 Minutes

It was M/S/C (Curtis /Charnaw) that the minutes be approved as submitted.

3. Communications (verbal & written)

Commissioner Stonesifer's work is included in a current show at the Museum Gallery.

Commissioner Curtis announced the upcoming Photoguild Show.

4. Approval of General Plan Recommendations

It was M/S/C (Knowles /Stonesifer) that the comments submitted by the Arts & Culture Commission subcommittee regarding the General Plan be approved as submitted and forwarded to the General Plan Update Committee and the Town Council for consideration.

5. **Retreat (See Exhibit A for a summary of the the Retreat portion of this meeting.)**

Purpose: To develop the components of a multi-year Arts Plan for the Arts and Culture Commission.

Objectives:

- Decide what programs, services, and best practices offered by Arts Commissions in other communities to pursue in Los Gatos (from March 10 Commission meeting)
- Develop an Arts Plan outline, identifying key programs, services, policy items and procedures
- Clarify next steps to complete the Arts Plan

5.1 **Setting the Retreat Context**

- Welcome and Introductions
- Preview retreat purpose, objectives and outcomes
- Clarify relationships between Arts Plan, Arts Master Plan and General Plan

5.2 **Programs from Other Communities**

Do the categories of programs, services and best practices developed by Staff make sense? What changes, if any, do you suggest?

- What programs are most intriguing and exciting to you?
- What programs are most applicable for Los Gatos, and should be pursued?

5.3 **Develop Arts Plan Outline**

- What programs, services, policy items and procedures should the Commission pursue in the next the few years?
- How should the Arts Plan be organized? What are the key components and categories?

5.4 **Retreat Summary and Next Steps**

- What decisions and additional work need to be done to complete the Arts Plan? Who will do it? When?
- Based on the items included in the Arts Plan, does the Commission need to revisit and suggest changes to its charge and responsibilities? If so, how so?
- What are your observations, reactions or evaluations of this retreat?

6. **Adjourn**

The meeting was adjourned at 6 p.m. to May 12th at 4 p.m.

Attachments:

Exhibit A: Retreat Summary

**Summary Notes
Los Gatos Arts and Culture Commission Retreat
April 15, 2010**

Meeting Purpose and Objectives (stated in advance on the agenda)

- Purpose: To develop the components of a multi-year Arts Plan for the Arts and Culture Commission.
- Objective 1: Decide what programs, services, and best practices offered by Arts Commissions in other communities to pursue in Los Gatos
- Objective 2: Develop an Arts Plan outline, identifying key programs, services, policy items and procedures
- Objective 3: Clarify next steps to complete the Arts Plan

Arts Plan Outline

The Commission came to consensus that the Arts Plan should include the following:

1. Long-term vision (10 year) and overarching strategic goal for arts and culture in Los Gatos, and the role of the Arts and Culture Commission in promoting the vision and goal.
2. Short term focus (2 – 3 years) on a specific arts program/activity/project: Public art
3. Recommendations for how to secure ongoing funding streams to support arts and culture in Los Gatos
4. Communication and outreach activities to inform and engage community members about arts and culture in Los Gatos.

Components of the Arts Plan

The Commission initiated discussion on each of the four components above, offering these descriptions and suggestions.

1. Long-Term Vision/Role of the Commission
 - The vision and strategic goal should be broadly framed and inclusive of what arts and culture in Los Gatos can and should be. Example: “A vibrant milieu and arts community . . . “
 - The concept of “Thought Leader” was suggested to describe the Commission’s role in promoting the vision. Consider other terms that reflect the role of the Commission and communicate positively with the community. Possible roles discussed included:
 - The Commission is proactive and successful in promoting arts and culture in Los Gatos.
 - The Commission is viewed as providing valuable advice and guidance about the arts.
 - The Commission helps coordinate the variety of groups, organizations, projects and programs that contribute to a “vibrant arts community.”

2. Focus on Public Arts

- The Commission agreed to pursue public art projects for the next 2 -3 years, with the expectation that tangible outcomes – visible displays of public art – would be achieved.
- Suggestions for public art:
 - Have competitions to promote public art in more places. Example: Electric boxes.
 - Identify three or so places for public art.
 - Have outdoor, 3-D sculpture; the kind children can play on.
 - Enhance “gateways” with public art (sculpture, etc.).
 - Have murals and banners.
 - Commissioners do a walking tour of public art in Los Gatos.

3. Pursue Ongoing Funding Streams, both Public & Private, for Arts & Culture

- Non-Town sources: Donations, solicitations and grants
- Town sources: General Fund, fees/taxes from building permits, % of construction projects, % of TOT.

4. Communication and Outreach

- Have open, two-way forms of communication that enable the Commission to inform, engage and interact with the community.
- Outreach to other stakeholders to promote long-term vision and short-term focus on public art (i.e. other Town Commissions, Los Gatos youth and seniors, other Arts Commissions, etc.).
- Document procedures for how to execute and implement Arts Plan.
- Suggestions for communication and outreach:
 - Develop unified and coherent messaging (i.e. language on website and in brochure is consistent with language in Arts Plan).
 - Improve/develop web site (i.e. Central hub for arts activities in Los Gatos).
 - Improved walking tour brochure of Los Gatos with arts exhibits indicated.
 - Booth at community arts events.
 - Surveys/questionnaires to elicit ideas from the community, and to test community reactions to Commission ideas and other ideas.

Action Items and Suggestions for Next Steps

The Commission identified three immediate action items, and offered three suggestions for moving forward on the Arts Plan.

Actions:

- A. Mary and Jonathan and will develop a brief (3 or so sentences) description of the Commissions long-term vision, strategic goal. Sample language from retreat: “A vibrant milieu and arts community . . . “
- B. Staff will coordinate with Commission to do a walking tour of Los Gatos to assess status of current public art, and begin generating ideas and plans for new public art projects/pieces.
- C. Staff will coordinate with Commission to develop a draft Arts Plan to present to Council for review and approval.

Suggestions:

- Commissioners should be engaged in the Town's budget process to learn and understand how the Council is approaching budget decisions.
- Before the Arts Plan is presented to Council, Commissioners should be asking Council what they would like the Commission to focus on.
- After Council approves the Arts Plan, the Commission should consider appointing sub-committees to work on the different components of the plan (i.e. long-term vision/strategic goal, public art, funding streams, and communication/outreach).

| Project/Goal | Initial Tasks | Who | When |
|--|--|-------------------|---------------|
| Long-Term Vision Statement Create long-term vision for the Arts in Los Gatos and define ACC role | Draft Arts Vision statement and draft ACC role. Consider the following: <ul style="list-style-type: none"> • Promote arts and culture in LG • Serve as resource to local arts agencies • Serve as arts/culture • Clearinghouse | Mary and Jonathan | June 16, 2010 |
| Public Art Increase the number of public art displays | Investigate and prioritize public art programs with the objective of identifying 1-2 specific programs for implementation in LG. Examples include: Banners, murals, gateway art, children's art. | | |
| Funding Develop fund for the arts | Investigate and prioritize possible public and private revenue sources with the objective of identifying 1-2 specific sources worthy of further exploration. | | |
| Communication | Investigate and prioritize communication tools with the objective of identifying 1-2 specific communication tools appropriate for further exploration. | | |